

Falmark Stores, Inc.

301 BLAIR ROAD, P.O. BOX 5301, WOODBRIDGE, NEW JERSEY 07095-0915

TO: ALL NFM'S, DSM'S & SERVICE CENTER PERSONNEL

FROM: CAROLYN HOFF *C.H.*

SUBJECT: WINSTON SELECT PROMOTION

RJ Reynolds representatives are authorized to set up a Winston Select promotion at store level. The promotion is buy a 2 pack of Winston Select and receive a free butane lighter. I will be sending a small distribution to each store to accomodate the promotion. Reps. will be coming to each store the week of May 8, with the lighters, to set up the promotion. Please give them your usual fine cooperation.

This promotion should be placed on your wraparound pack fixture on the bottom shelf.

If you have any questions or concerns, please contact me at x3213.

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